



2010 NUTRITION CONFERENCE

April 6—7, 2010

*Penn Stater Conference Center
Innovation Boulevard ♦ State College, PA*

CONFERENCE PROGRAM

TUESDAY, APRIL 6, 2010

8:30—9:00 am

WELCOME—Room 208

Office of Long Term Living Announcements

9:00—10:15 am

MARKETING TO SERVE MORE—Room 208

Greg Newton, Greg Newton Associates

After this presentation, participants will be able to identify the key elements of their operation related to customer retention and potential changes necessary at their meal site to transform a first-time visitor into an ongoing customer.

10:15—10:30 am

MORNING BREAK—Break Area, Second Floor

10:30 am—Noon

**PARTNERING WITH THE COMMUNITY—MAKING
CONGREGATE MEALS AVAILABLE IN A GROCERY STORE—
Room 208**

*Connie Stankewsky, Johnson County, Kansas Area Agency
on Aging*

After this presentation, participants will be able to: 1) describe the various entities that need to be involved and the steps necessary to set up a partnership on the community for an alternative congregate meal site; 2) set up a similar program in their community

Noon—1:30 pm

**LUNCHEON AND SECRETARY'S AWARD FOR EXCELLENCE
IN NUTRITION FOR OLDER PENNSYLVANIANS—
EXECUTIVE ROOM**

1:45—3:00 pm

CONCURRENT SESSIONS I

**(01) Next Steps for Your Business Plan—Room 105
Greg Newton, Greg Newton Associates**

At this presentation, participants will be able to: 1) discuss the business plan they developed after the December 2009 training session; 2) request technical assistance on business plan Development; and 3) share successes.

**(02) Strive to Make Your Nutrition Site Thrive:
The Importance of Customer Service—Room 107
Paul Howard, MBA, Penn State University**

After this presentation, participants will be able to: 1) list reasons why customer service is critical to nutrition program sustainability; 2) describe changes that they could make at their nutrition site to improve customer service and make their nutrition site thrive.

**(03) Functional Foods: Marketing to Older Adults—Room 205
Pam VanKampen, RD, CD, Greater Wisconsin Area Agency
on Aging Resources**

After this presentation, participants will be able to: 1) name foods or dietary components that may provide a health benefit beyond basic nutrition; 2) list practical suggestions on how to communicate the health benefits of functional foods to older adults.

**(04) Commodity Supplemental Food Program: A Nutrition
Resource for Older Adults in Need Finally Goes Statewide—
Room 204
Sheila Christopher, Pennsylvania Association of Regional
Food Banks**

After this presentation, participants will be able to 1) describe what CSFP is; 2) who it can serve; 3) how the program operates; 4) eligibility and how to apply; 5) food available; and 6) who to contact for more information.

3:00—3:15 pm

AFTERNOON BREAK—Break Areas, First and Second Floors

3:15—4:30 pm

CONCURRENT SESSIONS II

**(05) Next Steps for Your Business Plan—Room 105
Greg Newton, Greg Newton Associates**

Please see 01 session for a description.

**(06) Strive to Make Your Nutrition Site Thrive:
The Importance of Customer Service—Room 107
Paul Howard, MBA, Penn State University**

Please see 02 session for a description.

**(07) Functional Foods: Marketing to Older Adults—Room 205
Pam VanKampen, RD, CD, Greater Wisconsin Area Agency
on Aging Resources**

Please see 03 session for a description.

**(08) Commodity Supplemental Food Program: A Nutrition
Resource for Older Adults in Need Finally Goes Statewide—
Room 204**

**Sheila Christopher, Pennsylvania Association of
Regional Food Banks**

Please see 04 session for a description.

5:00—6:00 pm

**NUTRITION SERVICES ADVISORY
COMMITTEE MEETING—Room 208**

WEDNESDAY, APRIL 7, 2010

8:00—8:15 am

WELCOME BACK/ANNOUNCEMENTS—Room 208

8:15—9:15 am

**EMERGING ISSUES IN FOOD SAFETY—Room 208
*Sheri Morris, PA Department of Agriculture***

After this presentation, participants will be able to describe:
1) changes made to the PA Department of Agriculture inspection process; 2) strategies for safe food fundraising in senior community centers; and 3) the latest updates related to food safety and sanitation.

9:15—10:15 am

**NUTRITION SERVICES ADMINISTRATIVE TOPICS:
ACCOUNTING FOR PRIVATE PAY/FEE FOR SERVICE;
PROPER USE OF PROGRAM INCOME; CONTRACT
PROCUREMENT FOR NUTRITION SERVICES—Room 208
*Rob Heinlen, PA Department of Aging/Office of
Long Term Living***

After this presentation, participants will be able to 1) describe the requirements for accounting for private pay or fee for service meals and how it is different from accounting for voluntary donations; 2) describe the various ways program income may be used to support their program; 3) describe the requirements for contract procurement for nutrition services.

10:15—10:30 am

BREAK—Break Area, Second Floor

10:30 am—Noon

**AGING WELL—CHARTING THE COURSE TO BETTER
HEALTH—AN INTERACTIVE SESSION—Room 208
*Denice Ferko-Adams, MPH, RD, LDN, Wellness Press***

After this presentation, participants will be able to: 1) list the latest trends in nutrition and exercise for older adults; 2) list the six areas of wellness; 3) participate in a review and score their own health. This is an interactive session.

Noon – 12:15 pm

EVALUATION/CONFERENCE ENDS